

Simplicity

The fashion magazine
for women who sew

**Get set for
summer
the California
way...**

a wonderful world of
fashion for every
need under the sun

**Hollywood stars
at home**

2531

35°

1958 Summer Pattern Book



AVONDALE

PERMA-PRESSED COTTONS

—wrinkle-resistant—need little or no ironing—all in Companion Colors.

In ready-to-wear and by-the-yard at fine stores near you. Look for this tag.

White Stag

designs in Plaid, Duck, Dublin, Sandbar. Write for pattern numbers. Avondale cottons are guaranteed to be as represented. If for any reason you are not satisfied, we will replace fabric or refund purchase price. Avondale Mills, Comer Building, Birmingham, Alabama.





*leopards
can't change
their spots...*

You'll positively purr when you see the sparkle and dash that COSTUMAKERS buttons give your pet sewing project . . . just the right finishing touch! And a new set of buttons adds a whole new look to your wardrobe favorites! Look for genuine COSTUMAKERS . . . only 10¢, 25¢, 39¢ and 59¢ the card at variety and notion stores!

LIDZ BROTHERS, INC.,
250 W. 36th St., New York 18

*...but you
can change
your buttons
to*

Costumakers

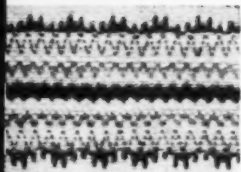
TRADE MARK

"BUTTONS THAT ARE MORE THAN BUTTONS!"



The Slant-O-Matic . . . greatest sewing machine ever built!

See what wonderful things it lets you do . . .



Exquisite fancy stitches, endless combinations!



Neat mending, even on delicate fabrics like organdy, chiffon.



Lovely appliqué and cording... dainty lace inserts for lingerie.



Easy button-sewing and perfect buttonholing, any length.

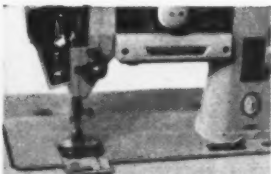


Elegant monogramming, other designer touches.

See how easily it lets you do them . . .



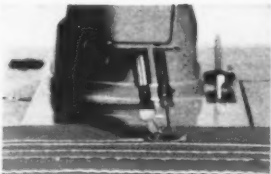
Gear motor drive ends stalling. Zigzag mechanism disengages for smooth straight sewing.



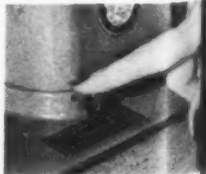
Double-easy threading. Only machine with handy "drop-in" bobbin in front of needle plus "snap-open" threading chart.



Eye-level stitch chart flips up; shows how to "tune" knob for the fancy stitch you want . . . world's easiest decorative sewing.



Exclusive Slant Needle angles forward so you see better, sew better. Has new needle clamp for beautiful two-color stitching.



Fingertip control automatically lifts throat plate to perfect level for mending, freehand work.

Only automatic zigzag machine for home use made in America

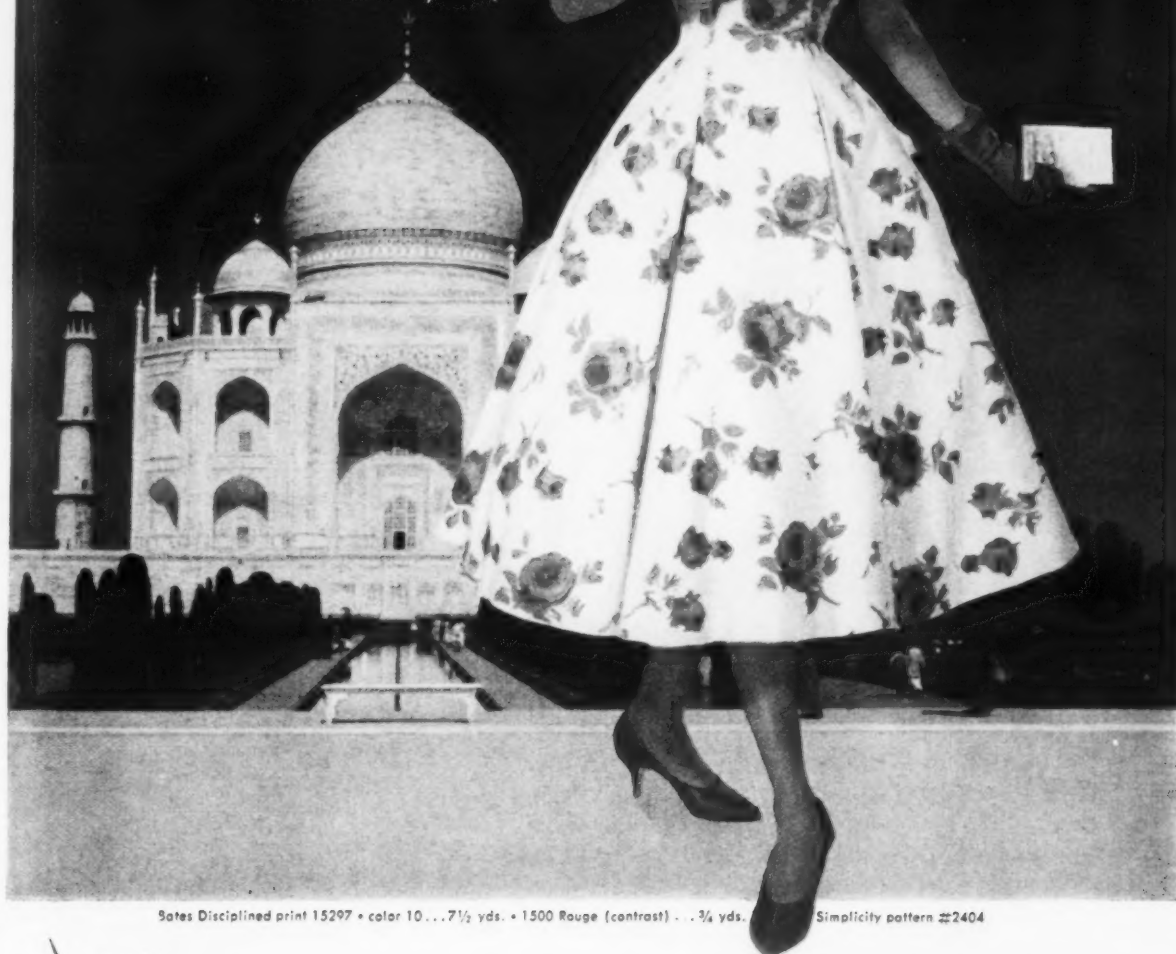


See the new SINGER Slant-O-Matic at your SINGER SEWING CENTERS

Listed in your phone book under SINGER SEWING MACHINE CO. Machines in every price range! Easy weekly terms!

*A trademark of THE SINGER MFG. CO.

There is
only
one ✱



Bates Disciplined print 15297 • color 10... 7½ yds. • 1500 Rouge (contrast) ... ¾ yds. Simplicity pattern #2404

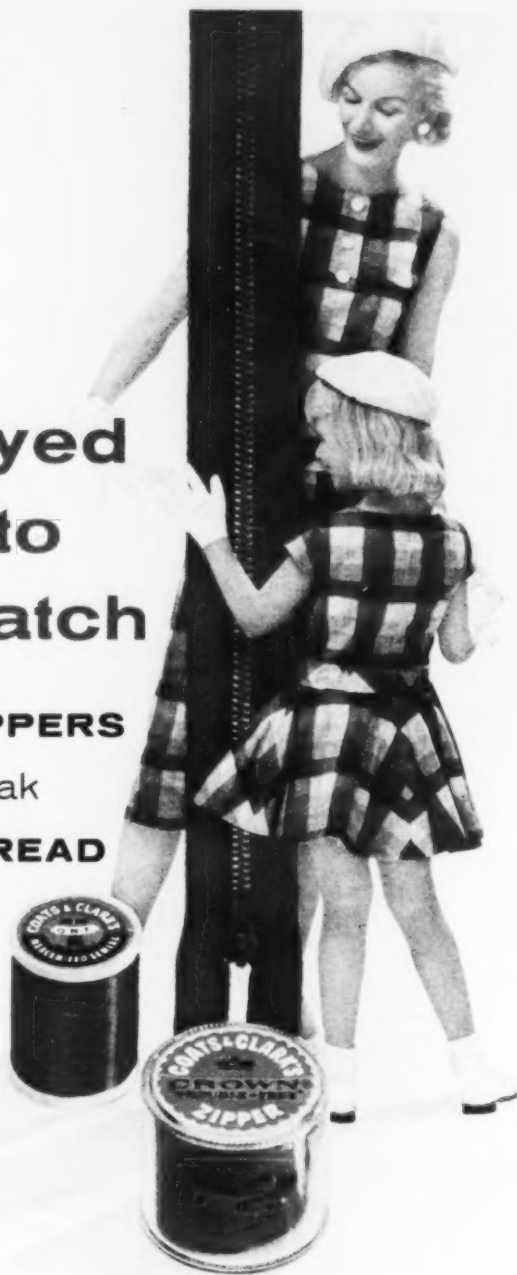
✱
Bates
DISCIPLINED.
FABRIC

For all the things you are—Say it with roses in your own distinctive Bates Disciplined creation. The beauty of a rose, in all its tonal shadings, can only describe this elegant gown, with softened bodice and contrast trim likened to a rosebud. Note sheer figure flattery and supple artistry of design in this Disciplined print—a cotton of Queenly qualities and richness befitting the timeless beauty of the one and only Taj Mahal.

BATES FABRICS, INC., 112 West 34th Street, New York, N. Y.

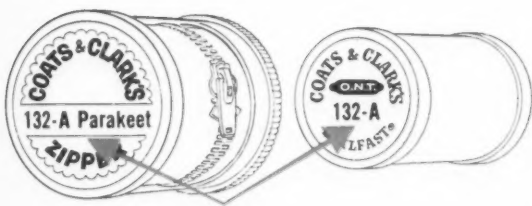
**died
to
match**

COATS & CLARK'S ZIPPERS
in the plastic See-Thru Pak
AND O.N.T. BOILFAST® THREAD



LOWENSTEIN'S SIGNATURE SIROCCO COTTON 1504

DYED TO MATCH BY COLOR-NUMBER Only Coats & Clark's Zippers and O.N.T. Boilfast Thread are *died to match* each other and fashion fabrics to give your sewing a custom-made look . . . and give you trouble-free shopping. See-Thru Paks in a Self-selector display let you see *all* the colors—match fabric and zipper *at a glance*. Easy matching of zippers and thread, too—just pick the same color-number on the labels. Ask your store for the *easy-to-match zipper!*



MAKE YOUR TIME COUNT, MAKE IT WITH COATS & CLARK'S ZIPPERS O.N.T. THREADS

Silk Organza

... crisp mist of a fabric for romantic fashions,
in one of the new tangerine shades

Silk Printed Sheers

... theme-setters of the spring ensemble •
soft brilliance for afternoon and after-five
fashions • dressmaker blouses, too

Silk Chiffon

... sheer as smoke • for your most feminine
dresses and blouses • shown in silken green

Silk Broadcloth

... the thoroughbred of sportswear fabrics •
for casual dresses and tailored shirts

*Silk
Patterned Crepes*

... neat woven patterns in new colors for
casual wear • whole flower gardens of
prints for late day and evening

Silk Taffeta

... crisp, young, ever fresh • gives authority
and conviction to the new silhouette

Silk sends up new fashion signals for spring

Know your signals in silk and you're headed in the right direction
for a beautiful, comfortable spring and summer. To be sure, cut this
out and take it with you when you shop for fashions by the yard.

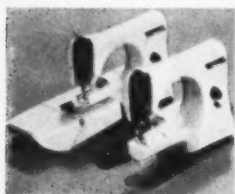
International Silk Association (U. S. A.)

Simplest Sewing Machine ever invented

New NECCHI *mirella*



two little buttons do all the work!



EASY TO OPERATE. This marvelous machine converts quickly from flat-bed sewing to free-arm to sew cuffs, collars, baby clothes, etc.



IN 3 LOVELY COLORS, Pink, Ivory, and Green. Most beautiful, useful portable ever. Converts from electric to hand operation.



LIGHTWEIGHT and portable—it's all aircraft aluminum. A full size machine precisely engineered to run smoothly on any surface.

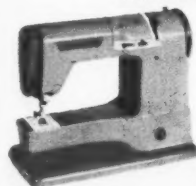
See it! Try it! Compare it! Convince yourself that there is no sewing machine like the new NECCHI Mirella.

only \$169

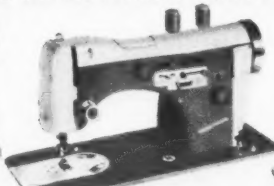
You'll be pleased, too, to find out how much your old machine is worth!

Nationwide service through 2500 dealers. Parts always available. See your yellow pages for nearest dealer.

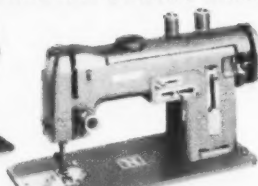
THERE'S AN AUTOMATIC NECCHI-ELNA SEWING MACHINE FOR EVERY BUDGET!



ELNA Supermatic



NECCHI Supernova



NECCHI Nora

These aristocrats of automatic sewing are the most significant advances in sewing machine history. The finest made—in beauty, precision and performance. You do all routine sewing plus stunning appliqué, embroidery, mending, button sewing and buttonholing **AUTOMATICALLY**. In portable or cabinet models. You can own a NECCHI-ELNA for only \$1.25 per week.



Send for free booklet about modern sewing machines Write to Department A825, Necchi Sewing Machine Sales Corp., 164 West 25th St., N.Y. 1, N.Y.



**USA
TODAY**
the new fashion we live in

The variety of shopping centers is one more of the wonderful things that make living in the U.S.A. today rich with new pleasures...and you enjoy them much more with Dan River Cottons. They're the cottons that give you more fashion, more wearing time; much less *caring* time. The ultimate in wash and wear performance because they're **Wrinkl-Sure** with **Dri-Don**.

**DAN
RIVER**
the fabric of American life

ALL FABRICS DESIGNED AND WOVEN IN THE U.S.A. BY DAN RIVER MILLS, INCORPORATED, DANVILLE, VIRGINIA. *REG. TRADEMARK FOR DAN RIVER MILLS' WRINKLE-RESISTANT WASH AND WEAR COTTONS.

Triplex fabrics: Cotton and Arnel triacetate "Check-Up" leno weave fabric in many summer colors. About \$2 a yard. Cotton and Arnel triacetate broadcloth, in matching solid colors. About \$1.50 a yard. Both 44" wide. Simplicity pattern 2427. At John Wanamaker, Philadelphia; Woodward & Lothrop, Washington; Mandel Bros., Chicago; Dayton's, Minneapolis; Meier & Frank, Portland. For other stores, see opposite page.



*This is the official Summer Loves Arnel tag—evidence that this fabric of this new triacetate fiber has been pre-tested for performance claimed.

You'll love sewing for summer with Arnel-easy fabrics—they cut and stitch so smoothly. Most refreshing thing you can wear, too—they stay cool and crisp, wash like a dream. Celanese Corporation of America, New York 16.

Celanese® Arnel®

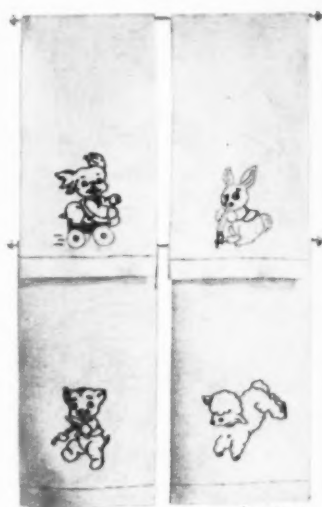
... a **Celanese** contemporary fiber

Here is where you can buy the
easy-care, easy-living fashions
on the opposite page



Akron, Ohio.....The M. O'Neill Co.
Atlanta, Ga.....Davison's
Baltimore, Md.....Hochschild, Kohn & Co.
Cleveland, Ohio.....The May Co.
Columbus, Ohio.....F. & R. Lazarus
Dallas, Texas.....W. A. Green Co.
Durham, N. C.....Ellis-Stone Co.
Grand Rapids, Mich.....Paul Steketee & Sons
Kansas City, Mo.....Macy's
Lincoln, Neb.....Miller & Paine Inc.
Miami, Fla.....Burdine's
Milwaukee, Wis.....Gimbel Bros.
Newark, N. J.....Bamberger's
New York, New York.....Macy's
Omaha, Neb.....J. L. Brandeis
Pittsburgh, Pa.....Kaufmann's
Rochester, N. Y.....Sibley, Lindsay & Curr
St. Louis, Mo.....Famous-Barr Co.
South Bend, Ind.....Robertson's Dept. Store
Toledo, Ohio.....Lassalle's
Wichita, Kansas.....Innes

Gifted ideas



4044

To popularize your visit with the small fry, bring them a gift set of towels they can call their very own. A dog, cat, lamb, and bunny were transferred to purchased towels and then embroidered on the Necchi Supernova Sewing Machine. Transfer pattern, with one dozen different animal designs. 4044, 25¢.

Can your iron pass the Scratch Test?

(look at the bottom
of it and see)



TRY THIS TEST AT YOUR HOOVER DEALER'S

See how easily metal scratches aluminum—how smoothly it glides across stainless steel. Chances are your present iron has an aluminum ironing surface and it has become nicked and scratched from pins, zippers and snaps. This can't happen to the new Hoover Stainless, because this modern iron, and only this iron, has a Stainless Steel Soleplate.



Proof that the Hoover, with its Stainless Steel Soleplate, irons faster and easier

Those little nicks and scratches in your iron can snag and pick at modern fabrics, making them look old and frayed in no time at all. This new Hoover Steam-Dry Iron with its Stainless Steel Soleplate will protect those pretty things, make them last longer. Because it stays smooth, it glides easier over any fabric.

Better try the Scratch Test for yourself at any dealer's where Hoover irons are sold.

NEW
HOOVER
STEAM-DRY
IRON



HOOVER FINE APPLIANCES . . . around the house, around the world

Mail Coupon for free "Scratch Book"

Hoover Home Institute
North Canton, Ohio

Please send free "Scratch Book" so I can see the difference Hoover's Stainless Steel Soleplate makes.

Name _____

Address _____

City _____ Zone _____ State _____



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you can buy

WELLINGTON SEARS TOPSAIL and SAIL-HO

shown on the front cover and
throughout this issue:

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Arcadia Hinshaw's
Bakersfield Weill's Inc.
Berkeley J. F. Hink & Son
Concord Kahn's
Corona C. W. Harris & Son
Culver City Say Sewing Center
Los Angeles Bullock's Downtown
Fresno Cooper's Dept. Store
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Redlands The Harris Co.
Riverside Plaza The Harris Co.
Sacramento Rhodes
San Bernardino The Harris Co.
San Leandro Fabric Lane
San Luis Obispo Sinsheimer Bros.
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Santa Barbara Anders's
Ventura The Great Eastern
Whittier Hinshaw's

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Idaho Falls Fabric Lane
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Wyandotte Kaul's Department Store

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Faribault Och's Bros. Inc.
Minneapolis Dayton's
St. Cloud Fandel's Dept. Store
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NEW JERSEY
Newark L. Bamberger & Co.

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Brooklyn Abraham & Straus and branches
New York City Bloomingdale's and branches

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Grand Forks R. B. Griffith Co.

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Cincinnati John Shillito Co.
Cleveland Higbee Co.
Columbus The F & R Lazarus Co.
Toledo Lasalle's
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OKLAHOMA
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Coos Bay The Hub
Dayton Rike-Kumler Co.
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Salem Meier & Frank Co. Inc.
Tillamook Dorothy's Shoppe

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New Castle New Castle Store
New Kensington Hart's
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SOUTH DAKOTA
Aberdeen Olwin Angell

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Holladay Stevens Dry Goods Co.
Kearns Dec's Dept. Store
Ogden The Bon Marche
Provo Taylor's Inc.
Salt Lake City Keith O'Brien, Inc. and branch

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Summer briefing



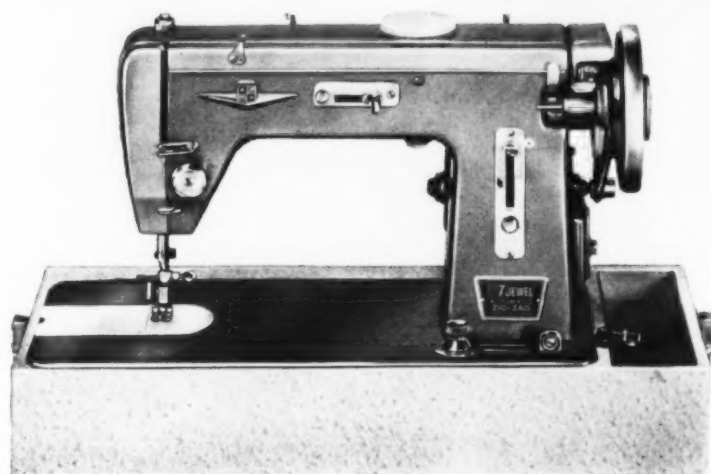
2532 — From one pattern (and very little yardage), four sun-seeking tops. Make them bra and waist length, strapped and strapless, plain and cuffed. Sizes 12-20, 35¢.

*1400 fancy stitches even
an 8 year old can sew*

With a Zig-Zag Portable for Less

Than ½ the Price of Other

Leading National Brands

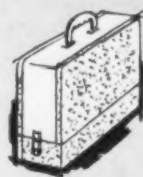


Wards fully automatic
zig-zag portable

Do any kind of zig-zag stitch,
mend, darn, sew-on-buttons, even
make buttonholes without attach-
ments! Only Wards could bring
you such simplicity in a zig-zag
portable at this low, low price.

\$**99**
ONLY \$5 DOWN

BUY YOUR ZIG-ZAG PORTABLE
AT YOUR NEAREST WARDS RETAIL STORE,
CATALOG STORE OR ORDER BY MAIL



**LUGGAGE STYLE
CARRYING CASE**

Handsome blue and
white vinyl carrying
case included.



**JUST USE THE
"MAGIC JEWELS"**
7" magic jewels" give
1400 decorative
stitches automatically.



**SEW EVERYTHING
FOR YOURSELF**

Fashion a whole new
summer wardrobe . .
save many dollars!



**WARDS 2-WAY
GUARANTEE**

Satisfaction guaran-
teed or your money
back, plus Wards
20-year warranty.

WARDS 



"The Ballet Class"

Second in a series of charming illustrations by famous children's artists.

First Class

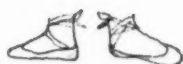


First position, **Armo**, woven right, you stand straight,

For all coats and suits you're a fine fashion mate,

You keep fashion details in crisp rhythmic form,

Forever the shape lasts through sunshine or storm.



Next position, **Formite**, you wash or dry clean,

Jètè, woven star, on the new fashion scene,

You interface dresses and sportswear with ease,

Collars, cuffs, fronts will stay neat as you please.



Third position, **Siri**,* woven light as a cloud,

In new fashion colors, so lustrous and proud,

Soft, Supersoft, Firm—mould your sheaths and bouffants,

Your new lowered prices fill home-sewers wants.

ARMO[®]
FORMITE[®]
SIRI[®]

*rhymes with "dearie"

FREE: Beautiful, enlarged (11 x 14) reproduction in full color of "First Class" suitable for framing for your child's room together with our new illustrated pamphlets on how to sew with Armo, Formite, Siri. Send 25¢ in coin to cover cost of handling and mailing. For this illustration as well as the first in the series send 40¢ in coin. Address: **First Class**, Dept. S—P.O. Box 218, Midtown Sta., New York 18, N. Y.

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Summer, 1958 Pattern Book

- 15 THE CALIFORNIA WAY
- 16-17 The Beachcombers
- 18-19 The Sun Worshippers
- 20-21 Les Pretty Girls
- 22-23 The Athletes
- 24-25 The Good Sailors
- 26-27 Saturday Night Dresses
- 28-31 White Is Going Places
- 32-35 Simplicity Comes to Hollywood
- 36-37 Gay Wrappings
- 38-39 The Chemise Is Everybody's Dress
- 40-41 A Travel Report in Women's Sizes
- 42-43 A Travel Report in Half Sizes
- 44-45 Two Smart Girls
- 46-47 Swing Your Partner
- 48-49 Summer Night Life
- 50 Holiday for Teens

The First Dozen Years

- 51-53 The Sea Sprites
- 54-55 The Cool Crowd
- 56-57 Down by the Dinghy
- 58-59 Frosted Sheers
- 60-61 The Pajama Game
- 62-63 The Western Front
- 64-65 The Waterfront
- 66 Her First Communion



2531

Cover: The free-style California Way brightly summed up in a midriff-length sleeveless jacket and the briefest of shorts. Top in plain vat-dyed "Topsail". Shorts of printed "Topsail". Both Sanforized cottons by Wellington Sears. 2531, sizes 11-18, 50¢. Self-covered buttons by William Prym. Jewelry by Monet. Talon Magic-Tab zipper. Photographed in California by Hal Adams.

Simplicity

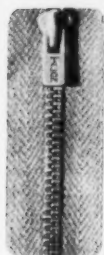
WATCH FOR THE FALL-WINTER ISSUE
 OF SIMPLICITY PATTERN BOOK
 ON SALE AUGUST 15th

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PLACKET

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THE QUALITY ZIPPER

22 inch 55c
SMOKE GREY



AUTOMATIC
LOCKING
SLIDER

STYLE 110

Donahue
FACILE CONSTRUCTION

THIS PACKAGE
CONTAINS DETAILED
SEWING INSTRUCTIONS

MADE IN U.S.A. SINCE 1913

AS
SEEN
IN
THE
SMARTEST
PLACES



There's a fabulous Talon zipper
for every dress you sew!

TALON, INC., MEADVILLE, PA.

Talon
THE QUALITY ZIPPER

As California
goes,
so goes
fashion
this summer straight across

the country. The high-spirited, informal way of living and dressing that is typically Californian fits everybody's hot-weather schedule. Here are some of the stimulating clothes and color ideas you'll find in this issue:

... **SUNNY SPORTSWEAR** bound for the beaches and the boats; the ranches, the golf links and the tennis courts ... **DOUBLE-DUTY DRESSES**,

SUITS AND COATS that work weekdays in town, take off for holidays all over the map ... **HOSTESS AND GUEST FASHIONS** for backyard, patio and poolside entertaining ... **SATURDAY NIGHT DRESSES** for square and country club dances

... **BRILLIANT HUES** that draw directly from nature, blending **PACIFIC BLUES AND TROPIC GREENS**, fusing all the shades of **SUN AND CITRUS** ... New color combinations that beat out **RED, WHITE AND BLACK**, play purple against turquoise, cool pinks against the hot ... **WHITE**, pure and simple

Many of our styles are Simple To Make, most are sewn in care-free, inexpensive, good-quality fabrics — all proposed to make this summer

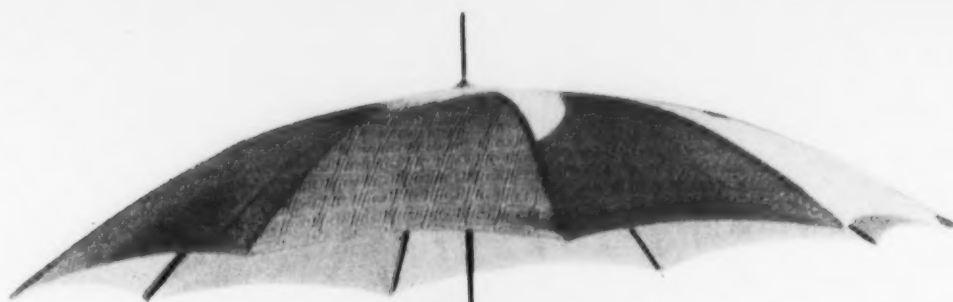
the best
sewing time
of your life

The California Way

ushers in a style of dressing keyed to the spontaneous summer life spent in wider, opener spaces. To express America's zest for living freely, prints grow bold and fabrics explore nature's brave new world of color.



Talon Magic-Tab zipper. Self-covered buttons. William & Mary
All Simplicity Patterns are printed.



The Beach- combers

Multiple-part outfits that go down to the sea in sturdy sea-faring sailcloth and cool seascape colors. All of Sanforized cottons by Wellington Sears.

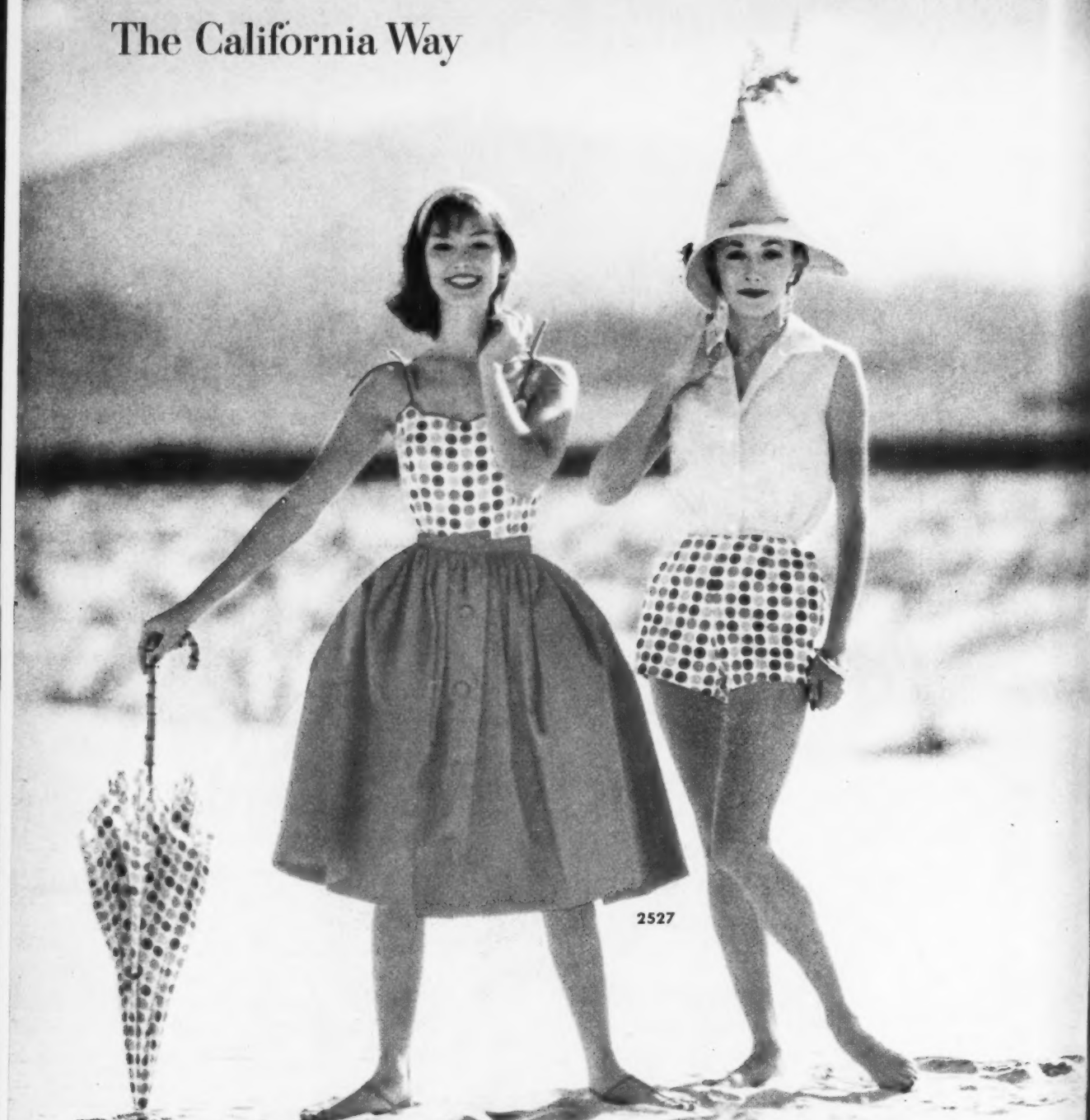
- Opposite page: 2530 — Overblouse with bateau neckline and kimono sleeves in striped "Sail-Ho". To catch sea breeze or sun rays, off comes the overblouse — leaving shorts and a brief bra in plain vat-dyed "Topsail".

A beachbag (see page 71) is included in the pattern. Sizes 11-18, 50¢.

- Left: 2531 — The second half of our cover story — a strapless top and wrap-around skirt with pockets for seashells and lipstick. In vat-dyed "Topsail". For the first half (shorts, jacket, and cummerbund), turn again to the cover. Sizes 11-18, 50¢.

2531

The California Way



2527

The Sun Worshippers

Beach-and-boardwalk outfits face the sun in juicy Vitamin C shades of orange, lemon, and lime. All fabrics featured here by Bates: the plains are Disciplined combed cotton; the print, easy-to-care-for "Winsette" cotton in a compote of citrus colors.

The Simplicity Plan: two versatile patterns, each of which is a wardrobe in itself.

- Above: 2527—A one-piece, shoestring-tied playsuit that can go under cover with either a button-down skirt or a sleeveless shirt bloused from its waistband. In sizes 11-18, 50¢.
- Right: 2528—A thin-strapped top and short shorts partly eclipsed by their own sleeveless beach coat. There's also a wrap-around skirt (not shown) for comings and goings. Sizes 11-18, 50¢.

Hats by William J. • Buttons by Costumakers. Siri interfacing. Talon Magic-Tab zippers. All Simplicity Patterns are printed.



2526

PHOTOGRAPHED BY HAL ADAMS IN PALM SPRINGS, CALIFORNIA





PHOTOGRAPHED BY HAL ADAMS IN PALM SPRINGS, CALIFORNIA.

Les Pretty Girls

A coquettish way of looking (in California and elsewhere), highly approved by the man in the street. The dresses are small-waisted, wide-skirted, at ease on verandas or swishing down Main Street. The fabrics—vivid plains, barber pole and candy-cane stripes—defy heat and humidity in Fabrex's drip-dry, crease-resistant blend of Du Pont Dacron and cotton.

- Left: 2498—Lace-trimmed dress with camisole top. In Format broadcloth. There's a jacket to add when times get cooler. Sizes 11-18, 50¢.
- Above, left: 2491—Scoop-neck beauty in "Timestep". Sizes 11-18, 50¢.
- Above, right: 2089—One-piece dress with a two-piece look. Bodice in Format broadcloth. Skirt and cummerbund in "Popover". Sizes 11-18, 50¢.

Washable "Art Lace" by Thomas Wilson. Pellon petticoats. Talon Magic-Tab zippers. Backviews, page 72. Yardages, page 74. Accessories, page 76. All Simplicity Patterns are printed.

Simple-To-Make dresses in a Dacron-and-cotton blend that practically cares for itself.

The California Way

THE CLUBBER: 2509—Better than par for the course—easy-action culottes and blouse designed for Slenderettes. Avondale's Perma-Pressed cotton in a dobby weave. Sizes 12-42. 50¢.



The Athletes

Fashions that prove their good sportsmanship on ranches, tennis courts, and golf links.

THE DUDE: 4813—A Simple-To-Make shirt that's great in the saddle or fine just for horsing around. Of Perma-Pressed gingham. Sizes 12-20. 35¢.

1818—At home on the range: slim tapered pants of Perma-Pressed sateen. Waist sizes 24-28. 50¢. Both fabrics are by Avondale.

THE RACKETEER: 2472—A real love set for tennis—pleated Simple-To-Make "skort" (short skirt with underlying panties). Waist sizes 23½-28. 35¢. 4256—Sleeveless shirt. Sizes 11-18. 35¢.

Both play the game in Fabrex drip-dry, crease-resistant "By-Play" of 100% Celanese Arnel.

Buttons by La Mode, Interlon interfacing, Talon Magic-Tab zippers. Backviews, page 72. Yardages, page 74. All Simplicity Patterns are printed.





- Above: 2391 — A sailor-collared middy with pants laced at the knee. Very shipshape in Wamsutta's "Old Salt Plains", a crease-resistant cotton. Sizes 11-18, 50¢.
- Right: 2331—A bouffant white organdy dress commissioned for dancing. Nautical details accented in washable black velvet. Permanently-finished Swiss organdy by H. Bates. Sizes 11-18, 50¢.

*Talon Magic-Tab zippers. Coat interfaced with Pellon.
Iron-on self-belt by Quick.
Backviews, page 72. Yardages, page 74. Accessories, page 76.
All Simplicity Patterns are printed.*

The California Way

The Good Sailors

To weekend on or near the water, a ship-to-shore line of clothes done up in red, white, and black.

- Right: 2495 — For the girl in every port, polka dots on a soft, sleeveless sheath with scoop neck. Its white-bound coat in SOS red is straight-cut and detailed with four trim flaps. Dress of printed "Sandhurst", the coat of "Shanlin" — both imported Irish linen by Moygashel. Sizes 11-18, 50¢.



HAL ADAMS



2495



2415

Saturday night dresses

Any one of these sheer and delicate beauties is made to beguile the stagline.

- Right: 2492 — A dress deeply carved out in back. Of Stoffel's permanently finished embroidered Swiss organdy. Sizes 11-18, 50¢
- Below: 2499 — A lightly strapped dress under protection of its jacket. In leno-striped "Melody" and "Marquise Plain Pettipoint" cottons by Ameritex. Sizes 11-18, 50¢.



- Left: 2415 — A graceful way of accepting an invitation to dance — in this Simple-To-Make charmer with lantern sleeves, square neckline, and floating skirt. Imported Swiss acetate embroidered organdy by D. Strauss. Sizes 11-18, 50¢.

- Right: 2494 — The princess dress with outgoing skirt and a lovely curved neckline deepened in back. Of Everglaze "Gardenia", an embroidered "Lynwood" cotton by N. Fluegelman. Sizes 11-18, 50¢. Petticoats of Interlon give a more romantic drift to all four full skirts.

*Coats and Clark's zipper.
Backviews, page 72. Yardages, page 74.
All Simplicity Patterns are printed.*



White Is Going Places

It goes to work in town and on holidays
around the globe; it may be colored
by stripes, flowers, accessories

• Right: 2385 — Suit-able for summer,
a sleeveless jacket falling free and
easy over the sheath skirt.
Cross-striped in "Sandbar" denim.
Its shirt in "Cape-Cord", a Perma-Pressed
cotton. Both fabrics by Avondale.
Sizes 11-18, 50¢.

• Below: 2410 — The two-piece dress
with lightly-fitted jacket curved
from an inverted pleat in back.
In "Happy Hunting", a blend of Dacron
and cotton by Burlington. Sizes 11-18, 50¢.



- Facing page: Two white coats on the move.
- 2384 — The three-fourths topper belted low in back. Of "White Rose" pinwale piqué, a pima cotton by A. E. Nathan. Sizes 12-42, 50¢.
 - 2187 — The classic polo coat with raglan sleeves, lots of pocket room. In "Glencairn", a Sanforized, crease-resistant Irish linen by Blackstaff. Slenderette sizes 12-42, 50¢.

*La Mode buttons. Self-belt by Bac-A-Brand.
Pellon interfacing. Backviews, page 72.
Yardages, page 74. Accessories, page 76.
All Simplicity Patterns are printed.*

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E HALL

2384

2187



White Is Going Places



EMMA GENE HALL

New directions in white: the loosely defined chemise, the softly amplified sheath.

- Above, left: 2487 — A dress of gentle fit with a clever breakfront (front you see it, back you don't.) In Springmaid's Everglaze Press-Less "Dazzle" broadcloth. Sizes 11-18, 50¢.
- Above, right: 2489 — A sleeveless overblouse oveled over its slim-hipped skirt. "Oriental Poppy" on a white field of Spring Knight Sanforized broadcloth by Springmaid. Sizes 11-18, 50¢.
- Left: 2411 — A charming afternoon dress with two kinds of back interest — its low-swept cowl, its mermaid swish of pleats. In Lowenstein's "Souffle" stripe, a no-iron cotton crepe. Sizes 11-18, 50¢.

- Right: 2526 — The latest evolution of a sheath — sleek-skirted, scoop-necked, and beautifully rounded out in back. Of Lowenstein's "Dandy", a crease-resistant combed cotton fancy. Sizes 10-18, 50¢.

*La Mode buttons, Pellon interfacing,
Coats & Clark's zippers.
Backviews, page 72. Yardages, page 74.
Accessories, page 76.
All Simplicity Patterns are printed.*



2526



SIMPLICITY COMES TO HOLLYWOOD

and matches entertaining ideas with Taina Elg, Cyd Charisse, Joanne Gilbert, and Dana Wynter...

The ideas: an apron dress, an over-blouse and pants, coveralls, a dinner skirt and top.

TAINA ELG, left, is a blonde export from Finland who arrived in Hollywood via the Sadler's Wells Ballet. Off camera, Taina is Mrs. Carl Bjorkenheim and just plain "mommy" to two-year-old Raoul. Guests may find her pirouetting about her small house with flowers in one hand and some hot-off-the-stove Finnish specialty in the other. A delightful hostess, Taina prefers informal fashions like this dress with Grecian bodice and its own prettily practical apron. In "Japanese Petals", a combed cotton by Bates. 2535, sizes 11-18, 50¢. Taina is the star of MGM's "Imitation General".

CYD CHARISSE, right, is a Texan beauty who also danced her way to Hollywood. In private life, she is Mrs. Tony Martin and the mother of two sons. For entertaining Chez Martin, Cyd likes a soft overblouse and the kind of long, tapering pants that flatter her fabulously long, shapely legs. The overblouse is in "Peonies", an Everglaze Supima cotton print. 2468, sizes 12-20, 50¢. The pants are in "Cygnette", an everglaze cotton satin. 2393, sizes 11-18, 50¢. Both fabrics by Peter Pan. Cyd stars in MGM's "Party Girl".

Buttons by BGE Originales.

Siri interfacing. Coats & Clark's zippers.

Backviews, page 72. Yardages, page 74. Accessories, page 76.

All Simplicity Patterns are printed.



SIMPLICITY COMES TO HOLLYWOOD

and catches a glimpse of the world's most glamorous working girls when they play hostess to family and friends. These leisure-time

fashions are perfect for everybody's patio parties and buffet suppers.



JOANNE GILBERT, left, is one of those Hollywood rarities — a home-grown star from a show-business family. Under the guiding hand of her composer-father, Ray Gilbert, she debuted as a nightclub singer at 17 and was promptly spotted by movie scouts. When Joanne whips up a dinner in her duplex apartment (her cookbook collection would make a chef's eyes pop), she wears informal styles with a youthful sophistication. Example: these one-piece coveralls with narrow, calf-length pants. They flower in Lowenstein's pink "Signature" print, a cotton broadcloth. 2529, sizes 11-18, 50¢. Joanne co-stars with José Ferrer in Universal's, "Bay the Moon".

DANA WYNTER, right, is a beautiful English girl who might be prescribing pink pills or penicillin today if the acting bug hadn't bitten her right in the middle of her pre-med studies. Instead, Dana went into films and married Hollywood attorney Greg Bautzer. For parties at her hilltop home, she wears a full, cummerbunded dinner skirt and criss-cross halter blouse. Pink and white plaid skirt of "Satin Queen". 2335, sizes 24½-30, 35¢. Dazzle white halter in "Spotlight". 2086, sizes 11-18, 35¢. Both fabrics are Everglaze cotton satins by Fuller. Dana stars in Twentieth Century-Fox's "Fraulein".

*Buttons by BGE Originales.
Siri interfacing. Coats & Clark's zippers.
Backviews, page 72. Yardages, page 74. Accessories, page 76.
All Simplicity Patterns are printed.*

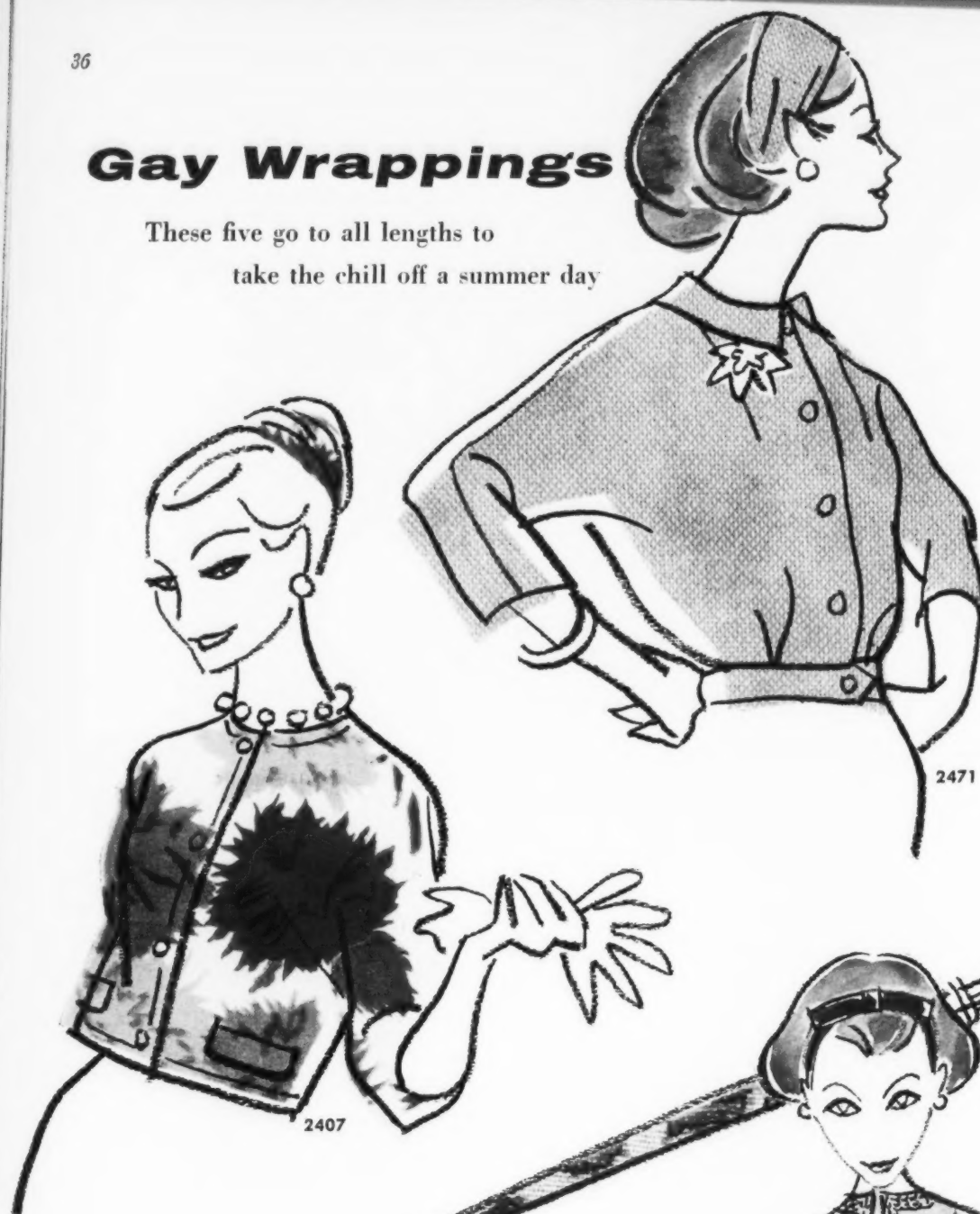


Blouse 2086

Skirt 2335

Gay Wrappings

These five go to all lengths to
take the chill off a summer day



Left: 2407—**THE TOP-OF-HIP CARDIGAN**, Simple-To-Make (as is its own unseen sheath dress). Vividly flowering in Fuller's "Sailtone" print, a Dip 'n Dry crease-resistant cotton. Sizes 11-18, 50¢.

Center: 2471—**THE WAIST-LENGTH JACKET**, softly bloused and Simple-To-Make. Washable, crease-resistant hopsacking by Ameritex. Sizes 12-20, 50¢.

Right: 2269—**THE HIPBONE-LENGTH CUTAWAY**, outlined in braid. Of Cohama's "Coconut", a crease-resistant washable rayon and acetate. Sizes 12-20, 50¢.

Backviews, page 72, Yardages, page 74. All Simplicity Patterns are printed.

2269

Right: 2376—**THE FULL-LENGTH COAT** with a flare.

Simple-To-Make, raglan-sleeved, and collarless, it slips easily over everything in your wardrobe. Roses bloom on rough-textured hopsacking with a crease-resistant finish.

Fabric by Ameritex. Sizes 12-20, 50¢.

(To make your coat fit for a rainy day, there's "Lovely On", a water-repellent spray finish by Fumol.)

Below: 1889—**THE HIP-LENGTH CAPE** with a wide sweep of collar tied at the neckline.

In Forge Mills' all-cotton "Sepanti" bengaline. Sizes 11-18, 50¢.



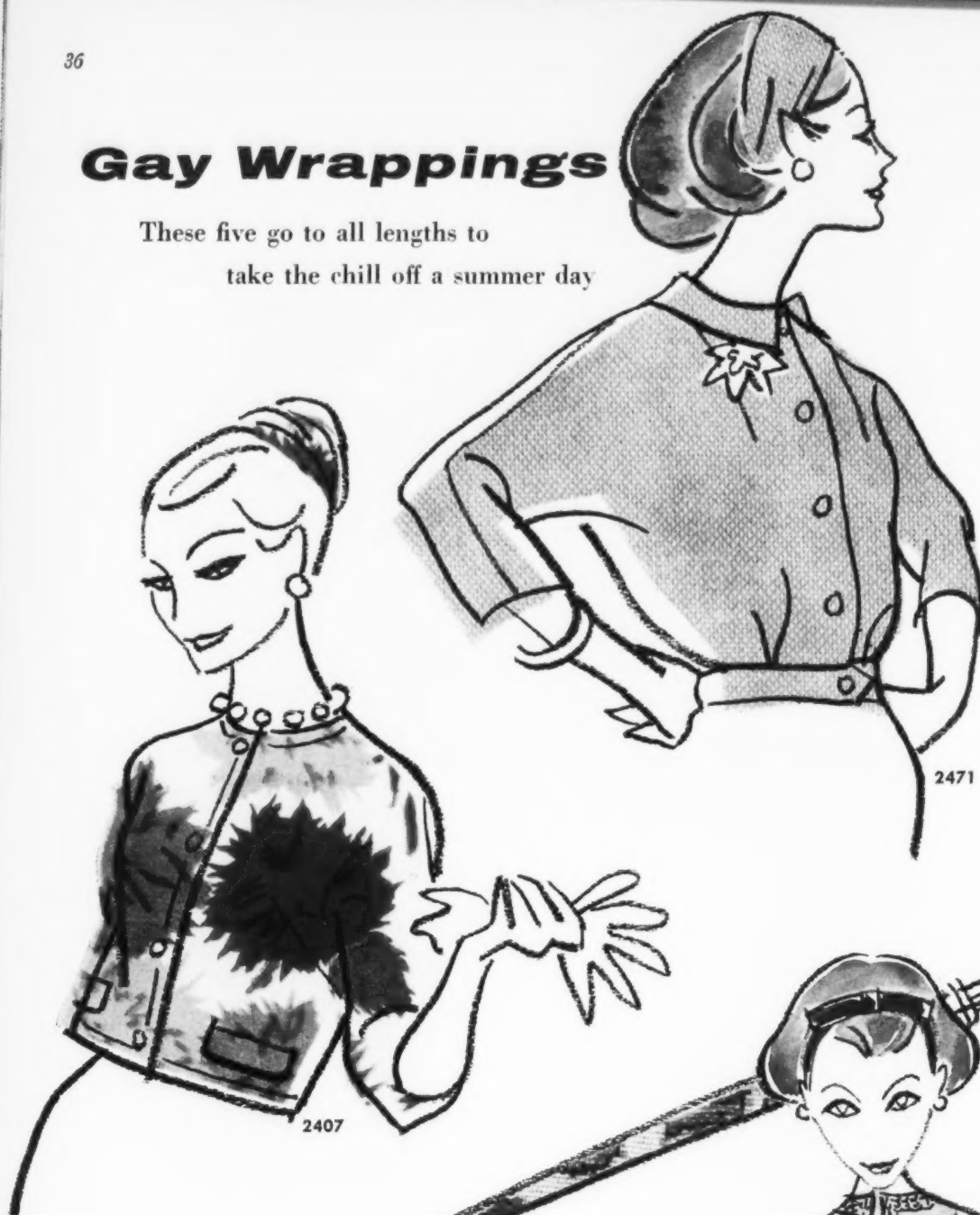
2376

1889

JOAN BLUME

Gay Wrappings

These five go to all lengths to
take the chill off a summer day



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Backviews, page 72. Yardages, page 74. All Simplicity Patterns are printed.

2269

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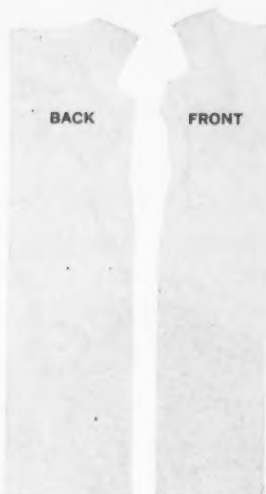
2376

1889

JOAN BLUME

2

major
pattern pieces give
you a Simple-To-Make
chemise that
is simple to cut,
fit, and sew.



The Chemise is everybody's Dress

This cool, gentle-fitting basic has evolved from the controversial sack (which men hated and women debated) into the kind of dress that every woman will want to wear—and *can*. It's flattering, comfortable, and feminine; it cuts well in both tailored and dressy fabrics. Our newest version buttons in back and hangs almost—but not quite—straight. Cleverly placed darts shape it subtly in front (there's a ladylike bow to mark the waist), and its bateau neckline dips backwards to an air-conditioned scoop. In your choice of fabrics (we suggest three here), this chemise looks right any time, any place. 2525, sizes 11-18, 50¢.

Backviews, page 72. Yardages, page 74.

Accessories, page 76.

All Simplicity Patterns are printed.



THIS CHEMISE WENT TO THE OFFICE and looked fresh and efficient all summer long. The usual signs of an eight-hour day (creases and rumpling) don't materialize on so easy cut a dress. To make doubly sure, it's in Reltex's crease-resistant, drip-dry "Sea Fair" of 100% Celanese Arnel.

ROBERT MONROE



THIS CHEMISE WENT TO THE MARKET and proved as comfortable for shopping as the traditional blouse and skirt — also much more apt to go straight on to luncheon or a bridge game. It's made for suburbia in drip-dry, pleat-retaining Tattersall checks of 100% Celanese Arnel by Reltex.



THIS CHEMISE WENT TO A PARTY and looked so smooth and sophisticated it made several converts among the chemise holdouts. In William Skinner's "Katonah", a pure silk Douppioni with water-resistant "Skinner-Set" finish. Fabric spot cleans without danger of rings.



Self-belt by Quick. Talon Magic-Tab zipper. Formite interfacing.
Backviews, page 72. Yardages, page 74. Accessories, page 76. All Simplicity Patterns are printed.

JAMES ABDE, JR

A TRAVEL REPORT

IN WOMEN'S SIZES

All set for a care-free weekend.
Chose fabrics that know how to travel,
four Slenderette fashions that could
fill almost any summer bill...No
telltale traces of several hours in
transit show on my sleeveless dress
with contrast jacket. Outfit in
"Cortez", plain and printed
blends of Dacron and cotton by
Travis. 2502, sizes 12-42, 50¢...

One of my surest bets is a
Simple-To-Make shirt dress with
flattering stem-cut neckline.

In Triplex's "Futurity",
an Arnel-and-cotton mix.
2461, sizes 12-42, 50¢.



1607



2466



2461

EUNICE BLOANE

Finally found the bathing
suit for me. It's lined,
featherboned, and made with my
kind of flared skirt. Between
dips I can warm up in the matching
beach coat. Both screen-printed
100% Celanese Arnel sharkskin,
a Folker fabric through H. Bates.
1607, sizes 12-42, 50¢...

For showing off my suntan,
I whipped up a Simple-To-Make
surplice dress. Of Bloomsburg's
"Acapello", a nylon-and-cotton blend.
2466, sizes 12-42, 35¢.

A TRAVEL REPORT

IN HALF SIZES

Off at last. Pared my wardrobe and luggage down to a fly-weight 44 pounds--and still included everything I'll need...Arrived at International Airport (see photo of me before I checked in) wearing my soft-skirted sheath dress with its short, suit-maker jacket. It's travel-proof in crease-resistant "Cupico", a cotton-and-Cupioni blend by Rosewood. Nice summer days, I can drop the jacket and wear the scoop-neck afternoon dress alone. 2465, in Slenderette sizes 12½-22½, 50¢...To visit places I've always wanted to see, a shirt dress with easy pleated skirt. Never looks travel-worn in Cohama's 100% Celanese Arnel jersey print. 2462, Slenderette sizes 12½-22½, 50¢.



Took a new lease on life by the swimming pool. Wore shorts and a sleeveless blouse with just the right kind of exposure for me.

At lunch time, popped on a gored skirt and headed for the dining room.

All made in Fabrex's drip-dry, crease-resistant "By-Play" of 100% Celanese Arnel and trimmed with Franken's cotton braid. From one Slenderette pattern: 2077, sizes 14½-24½, 50¢.

EUNICE SLOANE



Self-belt by Quick. Self-buttons by William Prym. Formite interfacing.
Backviews, page 72. Yardages, page 74. Accessories, page 76. All Simplicity Patterns are printed.

JAMES ABBE, JR.

Two Smart Girls



2336



2414



2367

*make mine
a dream
dress*

Very much the "young lady", Laura loves a dress that will float on stage graduation day and look dreamy to the stagline at summer parties.

Laura's choice: 2336 - An organdy confection with pleated skirt cast over its strapless slip. Bodice is closed in back with dainty bows.

Of Burlington's all nylon "Nylowisp" organdy. Sizes 11-18, 50¢.

Alternatives for Laura: 2414 - A billowy beauty with triple rows of tucks on bodice and skirt. In Dan River's Wrinkl-Shed tissue gingham. Sizes 11-18, 50¢.

2367 - A princess dress with sweetheart neckline. Moygashel's "Holloway" crease-resistant Irish linen. Sizes 11-18, 50¢.

Self-belt by Bac-A-Brand. Interlon petticoats. Coats & Clark's zippers. Accessories, page 76. Backviews, page 72. Yardages, page 74. All Simplicity Patterns are printed.

Six coming-out dresses that appear in perfect taste on graduation day and also have a big future ahead at parties and dances.

We feature three in junior misses' sizes for the girl who wants to look as feminine as she feels, three in teen age sizes for the little hoyden who likes her fashion without frills.



2513

CYRIL MCCLEAN



2478



2477

*please
keep it
simple*

Betty feels more at ease on a tennis court than an auditorium platform, although with her air of a lively young fawn she looks beguiling on both. Betty's choice: 2513 — A wasp-waisted bouffant in Emanuel Roth's "Land o' Lace" cotton eyelet piqué. Still shy of the décolleté look, she enthusiastically approves its cover-up jacket. Sizes 10-16, 50¢. Alternatives for Betty: 2478 — An empire-styled dress with inverted pleats. In T.B. Lee's "Tobralco", a diamond-weave cotton. Sizes 10-16, 50¢. 2477 — A Simple-To-Make dress with skirt gathered from a dropped waist. Lowenstein's crease-resistant "Domino" cotton. Sizes 10-16, 50¢.

Swing Your Partner



In the wide western tradition, full-skirted dresses
that will dance circles in the square.

The trio, from pattern 2546, is of Fuller's crease-resistant
Dip 'n Dry "Sailtone", a new single-ply dressweight sailcloth.

• Left: Life-saver dots pose on a
sleeveless red dress with round neckline and tiered skirt.

Its own waist-hugging cummerbund adds
a spicy yellow note and double rows of
rick rack trim the skirt and bodice.

• Right: Silver-dollar-sized polka dots
punctuate pin-dotted sailcloth in the
red and black numbers of this swingy-
skirted square dance dress. Both feature
puffed sleeves, a heart-shaped bodice, and beading and bows
at the edge of each tier. Sizes 11-18, 50¢.

Rick rack trimming by Wright's.



2546

SUMMER NIGHT LIFE is short, simple (to make), and brilliant with butterflies and late-blooming flowers. East is East and West is West, but here they get together.



MIDSUMMER NIGHT'S DREAM: 1553 — The shortest nightie of the year, gathered from its lace-edged scoop of a neck, prettily understudied by a pair of peek-a-boo panties. In contrast to its demure baby-doll styling, the print is a gorgeous splash of flowers. Of Fuller Fabrics' "Tanglewood", a Dip 'n Dry blend of Dacron and cotton. Sizes 11-18, 35¢.

Backviews, page 72. Yardages, page 74. All Simplicity Patterns are printed.

LOUIS FAURER

MADAME BUTTERFLY: 2467 — A street-length kimono with full sleeves and a modified version of the traditional obi sash. It's perfect for pre-bedtime televiewing, right and bright for Sunday brunch. A flutter of white and yellow butterflies spread their wings against an orange sky in California Hand Prints' "Martinique", a crease-resistant blend of cotton and Cupioni. The kimono may also be made ankle-length with the kind of sleeves that are translated literally from the Japanese. Sizes 12-20, 35¢.

WESTERN COOLIE: 4971 — A sleep-coat with mandarin collar, short, slit sleeves, and frog closings. In Fuller Fabrics' stylized floral print, "Tanglewood", a Dip 'n Dry blend of Dacron and cotton. Sizes 11-18, 35¢.





2467

- Below: Off on a merry-go-round of activity, an easy-to-sew sleeveless blouse and gathered skirt intercepted by their own contrast cummerbund. In Peter Pan's "Daisyfield" printed lawn, an Everglaze Minicare cotton.
- Right: The same flowered boat-neck blouse set for fun with a cummerbund and the shorts shown below in more tailored company. All four are a cinch to sew from pattern 2087, sizes 10-16, 50¢.



CYRIL MCCLEAN

Holiday for Teens

Simple-To-Make vacation separates that can be switched about from morning to night.

- Right: A shirt with tabbed roll-up sleeves in Peter Pan's crease-resistant cotton, 2470, sizes 10-16, 35¢. . . Brief shorts (re-viewed above) in Riegel's Ship-Ahoy "King Sun", a Sanforized poplin, 2087, sizes 10-16, 50¢.



PHOTOGRAPHED IN COLOR ►

- 2516 — The easy California way of taking Vitamin D — in sleeveless coveralls with stretch waists for lots of give and take. "X" marks the spots of Wellington Sears' "Sail-Ho", a Sanforized cotton sailcloth. In sizes 1-6, 35¢.

Backviews, page 78. Yardages, page 79.



La Mode buttons. Talon Magic-Tab zippers. Backviews, page 72. Yardages, page 74. Accessories, page 76. All Simplicity Patterns are printed.

Simplicity Patterns for

Children

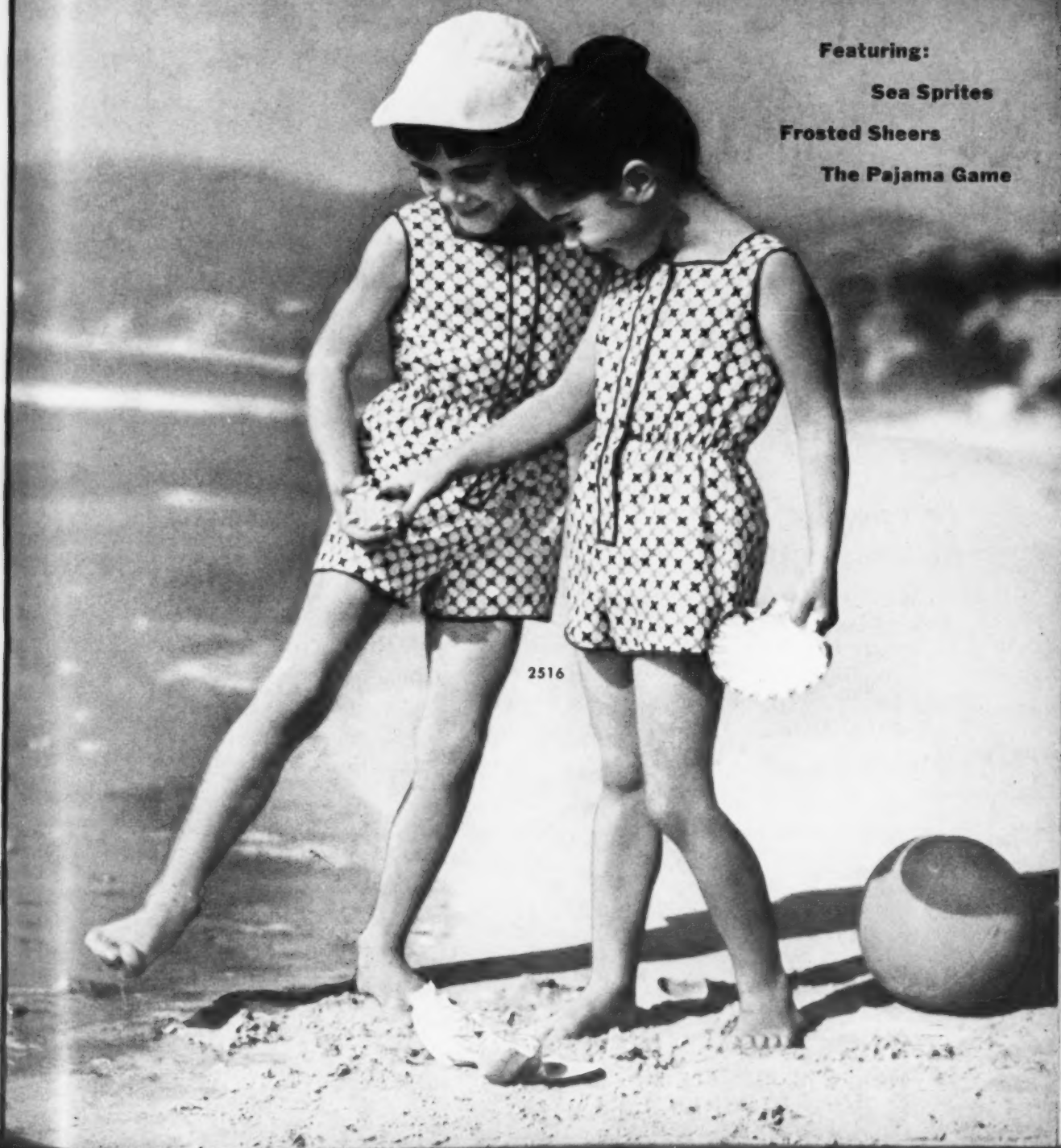
Fashions for the first dozen years

Featuring:

Sea Sprites

Frosted Sheers

The Pajama Game



2516

SEA SPRITES... A group of playthings ruggedly styled
for the active youngsters who collect near oceans, lakes,
swimming pools, and backyard hoses.



Outfits in sizes 1 to 6
are all featured in sturdy
crease-resistant cottons.

To paint the sea green, playclothes in Wamsutta fabrics.

- Left to right: 2533 — A sleeveless bare-midriff top that plays it cool with matching shorts. Both show their nautical stripe. In Pima cotton with Good Conduct finish. Sizes 1-6, 50¢.
- 2061 — Roll-collared pullover top. Of "Old Salt Prints" with starfish in the swim. Clam-digger pants of Pima cotton have coordinated print cuffs. Sizes 2-6, 35¢.
- 2533 — A sleeveless blouse in Pima cotton and harlequin pants striped in diamonds. Of "New Bedford" printed cotton with satin sheen finish. Sizes 1-6, 50¢.
- 2534 — Romper playsuit with contrast details and rick rack trim. In Pima cotton. Sizes 1-6, 35¢.

Buttons by Costumakers. Interlon interfacing. Coats & Clark's zippers.
Backviews, page 73. Yardages, page 74. All Simplicity Patterns are printed.



THE COOL CROWD...A collection of big-girls'

sports clothes that beat the heat with breezy

tops, fresh nautical prints.



2101



2559

JAMES ABRE

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digger
All-Pu
• 2559
button
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and an
tops in

Buttons
All Simp

Outfits in sizes 7 to 14
are all featured
in hard-playing cottons.



• From left: 2101 — Squared-off top and clam-digger pants. Indian Head permanently finished All-Purpose cotton. Sizes 7-14, 50¢.

• 2559 — Classic shirt in "Sail Ho" buttoned over "Bandwagon" striped shorts. Both drip-dry. All-Purpose cotton prints by Indian Head. Sizes 7-14, 50¢.

• 2101 — Two versions of a pullover top: one ribcage-length, short-sleeved, and plain; the other middy-length, three-quarter-sleeved, and anchor-printed. Shorts and both roll-collared tops in "Ship-Ahoy" poplin by Riegel. Sizes 7-14, 50¢.

Buttons by Costumakers. Talon Magic-Tab zippers.
All Simplicity Patterns are printed.

DOWN BY THE DINGHY

Crew-cut clothes for the young mariners who will hit the deck this summer.

- Left to right: 2402 — Sailor middy and pleated skirt. Printed "Topsail" over "Sail-Ho". Both Sanforized cottons by Wellington Sears. Sizes 1-6, 50¢.
- 2358 — Sleeveless dress in Fabrex "Format" of Dacron and cotton. Sizes 1-6, 35¢
- 2402 — Middy of printed "Topsail" over "Sail-Ho" pants. In Wellington Sears Sanforized cottons. Sizes 1-6, 50¢.
- 2560 — A middy that drops anchor over plain shorts. Avondale's Perma-Pressed duck. Sizes 7-14, 50¢.
- 2434 — Sea-going blouse and shorts. Of Wellington Sears "Sail-Ho", a Sanforized vat-dyed cotton. Sizes 1-6, 50¢.
- 2291 — Sailorette dress in Fabrex "Format" of Dacron and cotton. Sizes 7-14, 50¢.



Backviews, page 73. Yardages, page 75. All Simplicity Patterns are printed.



2560

2434

2291

LESLIE JACOB



2483

2483 — Dainty, beribboned
party-goer. In Stoffel's
permanently finished embroidered
organdy. Sizes 1-4, 50¢.

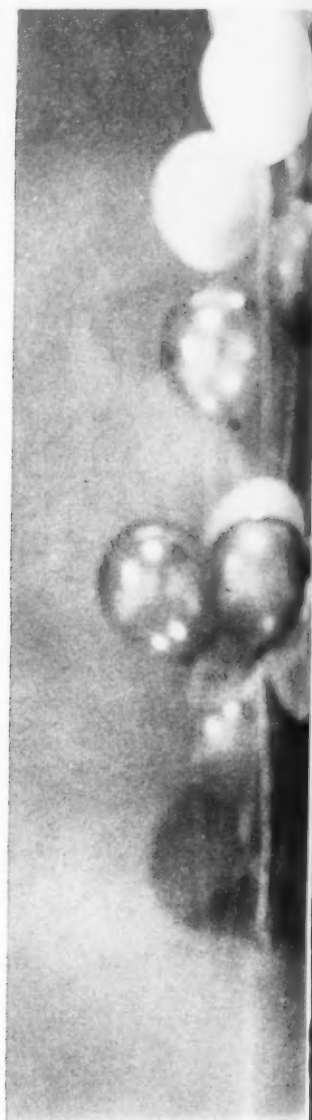


2485

2485 — Puff-sleeved dress
with yoke etched in lace.

Of permanently finished
embroidered Swiss organdy
by Stoffel. Sizes 1-6, 50¢.

Frosted



FRANCES PELLEGRINI

d Sheers



2354 — Double-layer party dress.
Overskirt and bodice in Travis's
Novelty Sheer, a nylon organdy. Underskirt
of A. E. Nathan's "White Rose", an
Everglaze cotton satin. Sizes 7-14, 50¢.



2515 — Pleated charmer, tucked at the
bodice and garnished with lace.
Of Dan River's Wrinkl-Shed Tissue
Gingham. Sizes 7-14, 35¢.

ALL SUGAR AND SPICE and everything
nice, these enchanting fabrics
are the stuff of which little girls'
party dresses are made. They will
appear often at birthday celebrations
and in photograph albums, their
transparent beauty overlaid
with candy-colored flowers,
eyelet embroidery, or tiny pin dots.

Laces by Thomas Wilson. Interlon petticoats.
Backviews, page 73. Yardages, page 75. Accessories, page 76.
All Simplicity Patterns are printed.

"Let's
raid
the
icebox
under
cover
of
night,
Pardner"



the Pajama Game

Two young men prepare to make a night of it before mom sounds the curfew.

- 1434—For the top gun, pajamas with convertible collar and piping. In "Alreco", a Sanforized broadcloth by William Lind.... For his partner, shorties with pullover top. In A. E. Nathan's vat-dyed "White Rose" gingham, a combed cotton. Both versions from one pattern. Sizes 4-14, 35¢.

"If I
were
Queen,
children
would
be
allowed
to stay up
until
midnight."



FRANCES PELLEGRINI

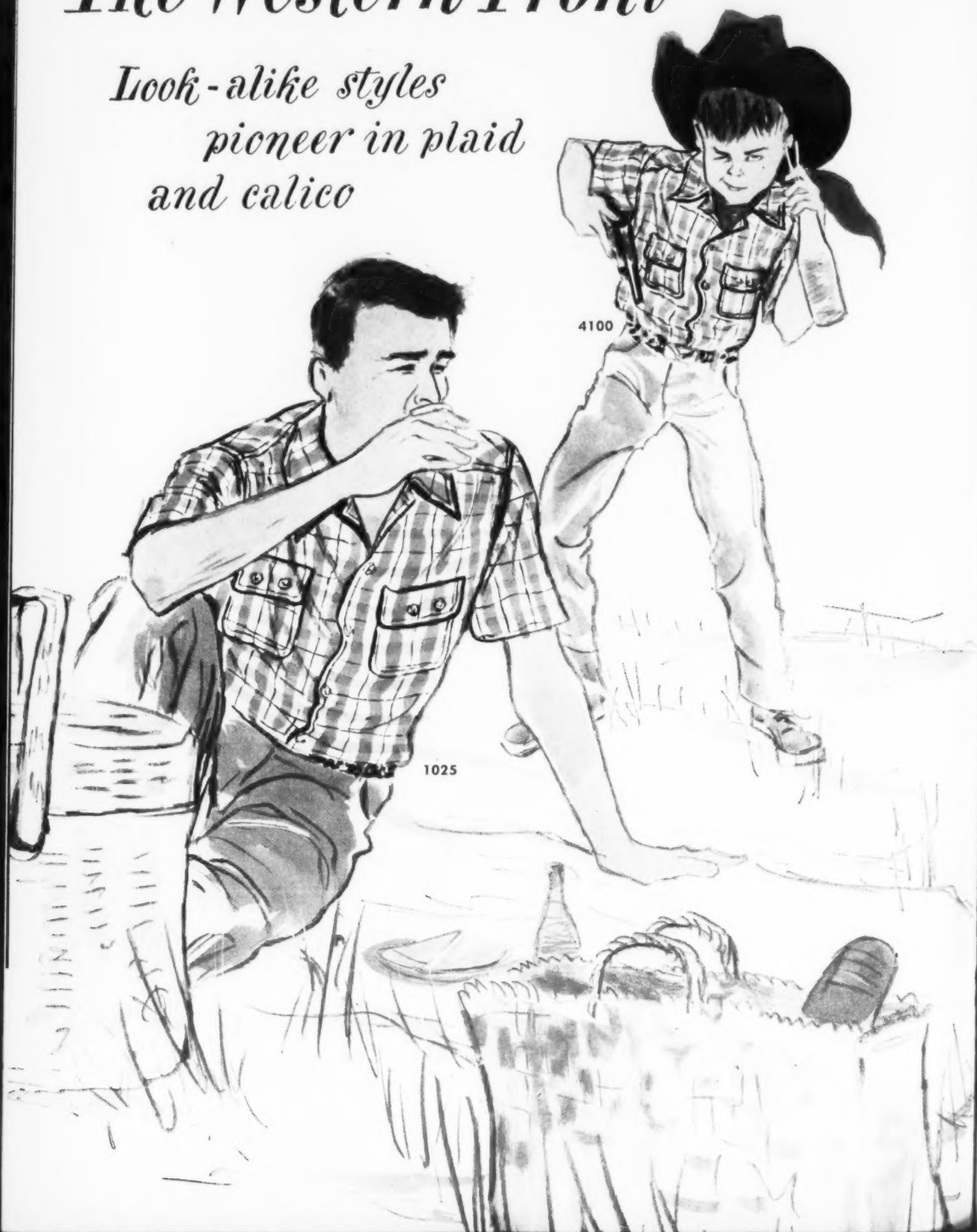
Two little maids from dancing school spend their pre-bedtime hour in royal make-believe.

- 1864—For the tiniest fairy princess, a short, yoked nightgown and frilly underpants. In Berkshire Hathaway's "Berkblend", a Self-Controlled Dacron and pima cotton. Sizes 1-6, 35¢.
- 1398—For the royal pretender, a baby-doll nightgown and panties, both laden with ribbon and lace. In Travis's "Balboa", a Dacron, cotton, and nylon blend. Sizes 4-14, 35¢.

Backviews, page 73. Yardages, page 75. Accessories, page 76. All Simplicity Patterns are printed.

The Western Front

*Look-alike styles
pioneer in plaid
and calico*



• Like father, like son — with yoked-in-back, pocketed-in-front shirts to prove it. Fabrics follow suit in Galey & Lord's "Yardstick", a gingham plaid. You save buttonholing time and add a traditional western snap to shirts with hammer-on Dot Snappers, a product of United-Carr Fastener Corp. Father's: 1025, small, medium, large, and extra large, 35¢.

Son's: 4100, sizes 4-16, 35¢.

• Like mother, like daughter — and both in tiny-sleeved, full-skirted dresses of A.B.C.'s "Tydee" a no-iron cotton calico print with Cranston Dri-Smooth finish. Mother's: 1988, sizes 11-18, 50¢. Daughter's: 2015, sizes 7-14, 35¢.



2015

1988

ESTA



Stripes and terry cover

The Waterfront

- Three on a match of blue crayon-striped playsuits. For landing operations on her favorite beachhead, mother chooses short chemise coveralls with button-down skirt and sash (optional). In "Fifth Avenue #1", a crease-resistant, Dip 'n Dry cotton by Fuller Fabrics. Skirt in "Fifth Avenue #2". 2508, sizes 11-18, 50¢.

- Her two junior adjutants wear the same all-in-one playsuit (shown here minus the skirts). 2521, sizes 7-14, 50¢. 2523, sizes 1-6, 50¢.

- The captain and his young mate warm up between swims in these terry cloth beach shirts, plain on one side and with a wild, western-inspired print on the other. Of "Lido Terri", a cotton terry cloth by California Hand Prints.

Swimming trunks with elasticized waistlines in plain denim.

Dad's beach set: 2080, small, medium, large, 50¢.

Son's beach set: 2079, sizes 4-14, 50¢.



HER FIRST COMMUNION

Young, billowy whites
frosted with lace



2481



2480

Above: 2480—A full-skirted dress with high neck, low waist, and delicate tracery of nylon lace. In embroidered nylon organdy. Sizes 7-14, 50c.

Left: 2481—A basque-waisted beauty with all-around pleated skirt.

Of permanently finished embroidered Swiss organdy.

Sizes 7-14, 50c. Fabrics by Stoffel.

Both dresses are also perfect for Confirmation.

Right: 1900—A frothy confection with puffed sleeves and its skirt in a whirl. Chains of daisies circle the skirt and rounded yoke. A novelty nylon sheer by Travis. Sizes 1-6, 35c.
Cotton venise daisies and all the trimmings shown on this page by Franken Trimming Company.

All Simplicity Patterns are printed.



1900

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outside when THERE'S PELLON INSIDE.



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you cut it—
straight,
pinked or
scalloped—
it's better
when you have
the very best shears

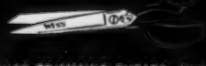
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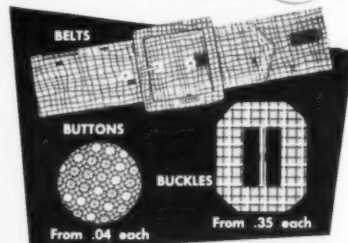
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THE HOSTESS APRON

1805—To cover all parties, this triple-tier apron in "Finewale" piqué, a Tebilized cotton by H. Bates. Wright's double fold bias tape was applied with a decorative embroidery stitch on the Singer Slant-O-Matic Sewing Machine. In one size only, 35¢.



THE KITCHEN APRON

1359—No crying over spilt milk or a bubbly casserole in this one-yard apron with contrast bias tape trim. From one major pattern piece. In tomato-printed "Roquette", an Everglaze polished cotton by Springmaid. Comes in one size only, 35¢.



THE BARBECUE APRON

2307—For backyard cookery, an apron in plain and printed Sanforized "Sail-Ho" cotton by Wellington Sears. "Too hot to handle" was written on the mitt, then embroidered by a Singer Sewing Machine. Small, medium, large, extra large, 35¢.



THE GARDEN APRON

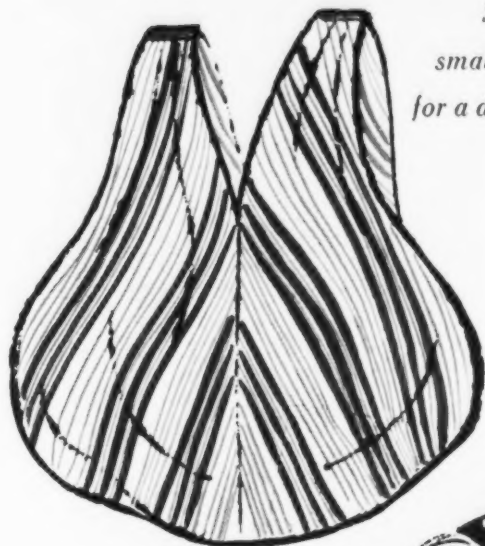
4492—To bring up a rose in the way it should grow, this Simple-To-Make apron in Avondale's "Dublin Brights", a Perma-Pressed cotton. Appliquéd flowers and a motto (your own) embroidered on the Pfaff #230 Automatic. Small, medium, large, 35¢.

All Simplicity Patterns are printed.

Beach Bag of Tricks with Remnants

One big tote bag carries all of these

*Simple-To-Make,
small-yardage valuables
for a day at the beach.*

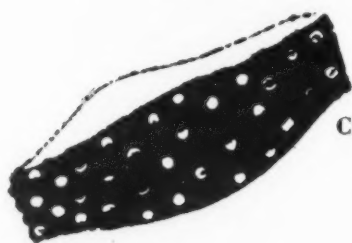


Beach Bag $\frac{3}{4}$ of a yard

Can be waterproofed with plastic lining. 2530, 50¢
Shorts, halter, and overblouse also included in the pattern.

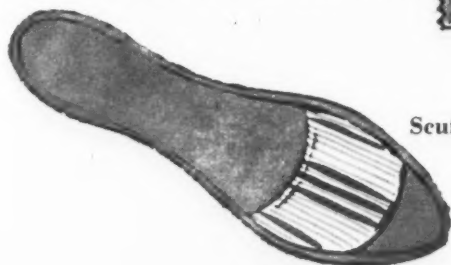
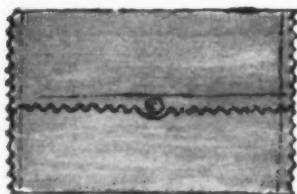


Ponytail Cap $\frac{5}{8}$ of a yard



Cummerbund $\frac{7}{8}$ of a yard

Carryall 16" x 18" of felt



Scuffs $\frac{3}{8}$ of a yard

All four beach bag fillers:
1810, one size, 35¢.

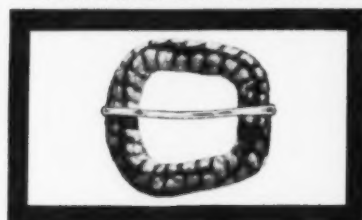
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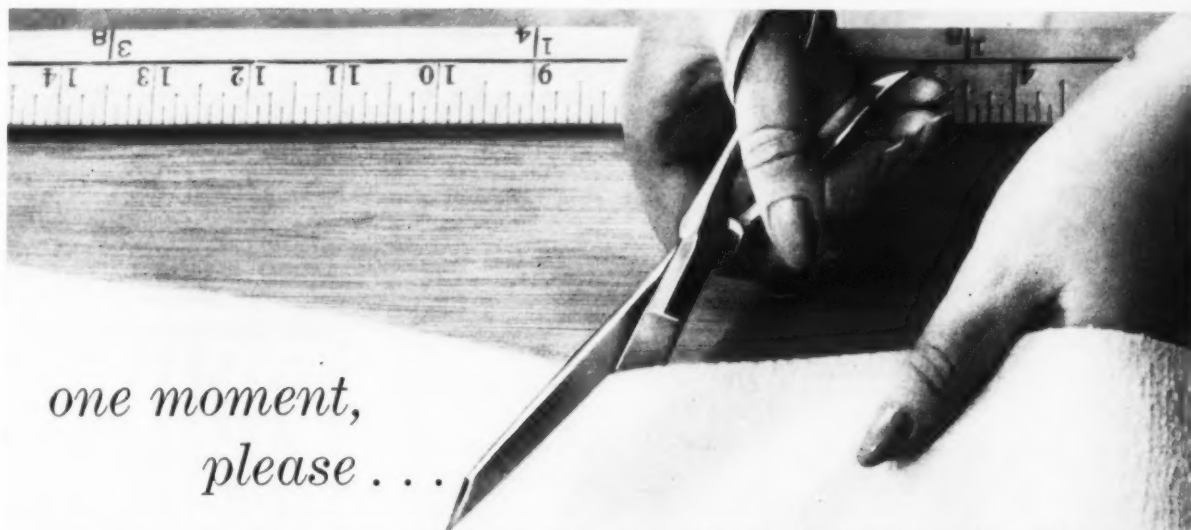
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Backviews for styles shown on pages 13 through 50

FRONT COVER



Backviews for styles shown on pages 51 through 66



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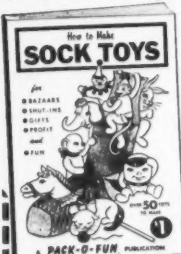
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No.	Pages	Size	Yards	Width
1553	48	14	27 $\frac{1}{4}$	44"
1607	41	16	43 $\frac{3}{4}$	39"
1818	23	26	17 $\frac{1}{4}$	44"
1889	37	14	21 $\frac{1}{4}$	44"
2077	42	16 $\frac{1}{2}$	Blouse, Shorts, Skirt	41 $\frac{1}{4}$ 44"
2086	35	14	11 $\frac{1}{4}$	35"
2087	50	12	Blouse	11 $\frac{1}{4}$ 36"
			Skirt	3 36"
			Shorts	11 $\frac{1}{4}$ 36"
			Cummerbund	3 $\frac{1}{4}$ 36"
2089	21	14	Bodice & cummerbund	11 $\frac{1}{4}$ 44"
			Skirt	37 $\frac{1}{4}$ 44"
2187	29	14		53 $\frac{1}{4}$ 36"
2269	36	14		21 $\frac{1}{4}$ 44"
2331	24	14		4 45"
2335	35	26		57 $\frac{1}{4}$ 35"
2336	44	14		41 $\frac{1}{2}$ 36"
2367	44	14		6 36"
2376	37	14		43 $\frac{1}{4}$ 35"
2384	29	14		37 $\frac{1}{4}$ 36"
2385	28	14	Blouse	21 $\frac{1}{4}$ 44"
			Jacket & skirt	25 $\frac{1}{4}$ 44"
2391	24	14		4 39"
2393	33	14		21 $\frac{1}{2}$ 36"
2407	36	14		13 $\frac{1}{4}$ 36"
2410	28	14		31 $\frac{1}{4}$ 44"
2411	30	14		41 $\frac{1}{4}$ 36"
2414	44	14		51 $\frac{1}{2}$ 36"
2415	26	14		41 $\frac{1}{2}$ 42"
2461	41	16		51 $\frac{1}{4}$ 36"
2462	42	14 $\frac{1}{2}$		33 $\frac{1}{4}$ 45"
2465	43	14 $\frac{1}{2}$		37 $\frac{1}{4}$ 45"
2466	41	16		53 $\frac{1}{4}$ 36"
2467	49	14		35 $\frac{1}{4}$ 44"
2468	33	14	Blouse	13 $\frac{1}{4}$ 36"
			Overblouse	15 $\frac{1}{4}$ 36"
2470	50	12		17 $\frac{1}{4}$ 36"
2471	36	14		23 $\frac{1}{4}$ 36"
2472	22	26		13 $\frac{1}{4}$ 45"
2477	45	12		35 $\frac{1}{4}$ 44"
2478	45	12		63 $\frac{1}{4}$ 36"
2487	30	14		31 $\frac{1}{4}$ 36"

No.	Pages	Size	Yards	Width
2489	30	14	31 $\frac{1}{2}$	36"
2491	21	14	35 $\frac{1}{4}$	44"
2492	27	14	35 $\frac{1}{4}$	44"
2494	27	14	37 $\frac{1}{4}$	44"
2495	25	14	Dress	31 $\frac{1}{4}$ 36"
			Coat	27 $\frac{1}{4}$ 36"
2498	20	14	Dress & jacket	43 $\frac{1}{4}$ 44"
2499	27	14	Dress	55 $\frac{1}{4}$ 36"
			Jacket	13 $\frac{1}{4}$ 36"
2502	40	16	Dress & jacket trim	23 $\frac{1}{4}$ 45"
			Jacket	11 $\frac{1}{4}$ 45"
2509	22	14		41 $\frac{1}{4}$ 44"
2513	45	12	Dress & jacket	5 36"
2525	38	14		25 $\frac{1}{4}$ 44"
2525	39	14		25 $\frac{1}{4}$ 44"
2526	31	14		25 $\frac{1}{4}$ 44"
2527	18	14	Playsuit	2 36"
			Skirt	3 36"
			Jacket	11 $\frac{1}{2}$ 36"
2528	19	14	Top & shorts	17 $\frac{1}{4}$ 36"
			Jacket	17 $\frac{1}{4}$ 36"
2529	34	14		3 36"
2530	16	14	Bra & shorts	13 $\frac{1}{4}$ 36"
			Overblouse	23 $\frac{1}{4}$ 36"
			Top	1 36"
2531	13	14	Shorts	11 $\frac{1}{4}$ 36"
			Jacket	1 36"
2531	17	14	Playsuit	21 $\frac{1}{4}$ 36"
			Skirt	33 $\frac{1}{4}$ 36"
2535	32	14		51 $\frac{1}{2}$ 36"
2546	46	14	Sleeveless dress	53 $\frac{1}{4}$ 36"
2546	47	14	Dress with puff sleeves	57 $\frac{1}{4}$ 36"
4256	22	14		11 $\frac{1}{2}$ 44"
4813	23	16		2 44"
4971	48	14		2 39"

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No.	Pages	Size	Yards	Width
1025	62	Med.	2 3/4	36"
1398	61	8	1 7/8	44"
1434	60	6 Short sleeved pajamas	1 7/8	36"
1434	60	8 Long sleeved pajamas	3	36"
1864	61	4	1 7/8	41"
1900	66	6	2 1/8	44"
1988	63	14	5 1/2	36"
2015	63	10	4	36"
2061	52	4 1/2 Shirt & pants facing	1	36"
	 Pedal pushers	1 1/4	36"
2079	65	8	1 3/8	36"
	 Shorts	1	36"
2080	65	Med.	2 5/8	36"
	 Shorts	1 1/4	36"
2101	54	10	1 7/8	39"
2101	55	10 .. Long sleeved shirt	1 7/8	39"
	 Short sleeved shirt	1 1/2	39"
	 Bra & pants	1 7/8	39"
2291	57	10	3 1/4	36"
2354	59	10 Bodice & overskirt	2	44"
	 Underskirt & sash	2 1/4	44"
2358	56	4	2 1/4	36"
2402	56	4	1	36"
	 Skirt & contrast	1 3/4	36"
	 Middy	1	36"
	 Pants & contrast	2	36"
2434	57	4	7/8	36"
	 Pants & contrast	1 3/8	36"
2480	66	10	2 1/2	44"
2481	66	10	3	44"
2483	58	2	1 1/4	36"
2485	58	4	1 5/8	44"
2508	64	14	5 1/4	36"
2515	59	10	3 1/2	36"
2516	51	4	1	36"
2521	64	10	1 7/8	36"
2523	64	4	1 3/8	36"
2533	52	4	1 3/8	36"
2533	53	4	3/4	36"
	 Blouse	1 1/2	36"
	 Pants	1 1/2	36"
2534	53	4	2 3/8	36"
	 Playsuit & skirt	2 3/8	36"
2559	54	10	1 7/8	36"
	 Shirt	7/8	36"
	 Shorts	7/8	36"
2560	57	10	1 5/8	36"
	 Middy blouse	7/8	36"
	 Shorts	7/8	36"
4100	62	10	1 3/4	35"

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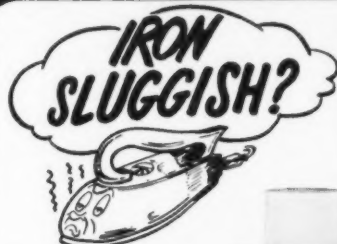
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If you would like information regarding the store in your vicinity which carries featured accessories, write directly to the manufacturers listed below. (All of them are in New York City.)

BAGS

Page 25
Coronet, 6 East 32nd Street

Page 30
F. Milch, 36 West 32nd Street

Page 39
Simon, 33 East 33rd Street

BELTS

Page 50
Calderon, 389 Fifth Avenue

GLOVES

Pages 20, 21, 25, 40, 43
Crescendoe, 240 Madison Avenue

Pages 38, 39
Gloves by Superb, 240 Madison Avenue

Pages 28 - 30
Wear-Right, 244 Madison Avenue

HAIR ORNAMENTS

Page 61
Ben Hur, 302 Fifth Avenue

HATS

Pages 28 - 30
Emme, 19 West 57th Street

Pages 38 - 40, 43
John Fredericks, 6 West 57th Street

Page 20
William J., 44 West 54th Street

JEWELRY

Pages 28 - 31
Cadoro, 389 Fifth Avenue

Pages 26, 40, 43
Castlecliff, 366 Fifth Avenue

Pages 39, 46, 47, 50
Coro, 47 West 34th Street

Page 44
Imperial Pearl Syndicate, 681 Fifth Ave.

Pages 20, 21, 24, 25, 32, 33, 35
Marvella, 383 Fifth Avenue

Pages 34, 35, 38
Monet, 6 West 32nd Street

LUGGAGE

Pages 40, 43
Oshkosh, 10 East 34th Street

SCARVES

Pages 39, 50
Brooke Cadwallader, 525 Lexington Ave.

Page 22
Vera, 417 Fifth Avenue

SHOES

Pages 18, 19, 21, 22, 23, 32, 33, 54, 55, 58
Capezio, 1612 Broadway

Pages 38, 39, 46, 47, 50
Pappagallo, 122 Fifth Avenue

SUNGLASSES

Page 30
Lugene, 604 Madison Avenue

UMBRELLAS

Pages 17, 18, 21, 58, 59
Town Umbrellas, 39 West 29th Street



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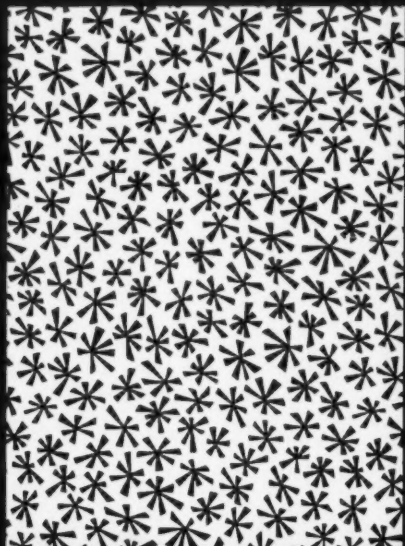


HALPENCE

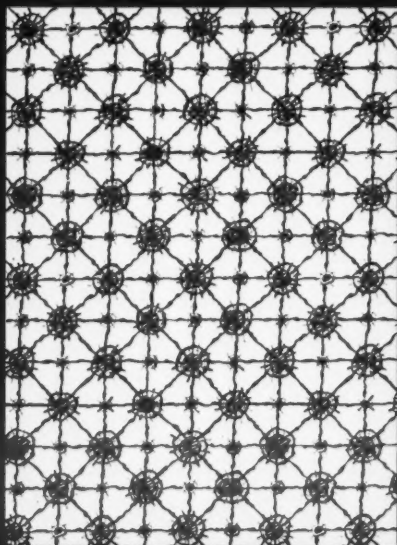


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